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The Air Force Medical Service Customer Service Basics

- I- IMPROVE** job knowledge and performance on a continual basis
- M- MENTOR** - Be a positive role model
- P- PRIDE** - Take pride in yourself and work area
- R- RESPECT** - Cheerfully acknowledge each customer upon arrival and treat them with respect, honesty, and compassion

- E- ESCORT**, rather than point, when someone needs help finding the way
- S- SPEAK** with a smile and always address people by their name/title
- S- SERVICE** - Do everything possible to provide hassle-free, one-stop service
- I- INITIATIVE** - Be friendly to customers at all times and help when you see someone is confused or upset

O- OWN - Own a customer's concern that is shared with you until resolution, then follow-up to ensure customer satisfaction

N- NEEDS - Try to understand your customers' needs and exceed their expectations



*"Cutting Red Tape...
for Cutting Edge Service"*